



PRESS RELEASE

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TOURISM MALAYSIA SABAH PROMOTES BEST OF BORNEO HOLIDAY PACKAGES

KUALA LUMPUR, 13 MARCH 2015 – The Chief Minister of Melaka Datuk Seri Ir. Hj. Idris Hj. Haron launched the “Best of Borneo Holiday Packages” brochure today at MATTA Fair March 2015 in Putra World Trade Centre (PWTC), Kuala Lumpur. The brochure is produced by Tourism Malaysia Sabah together with MATTA Sabah Chapter.

The initiative aims to promote Sabah through various value-for-money holiday packages. It also goes in line with the celebration of the Malaysia Year of Festivals (MyFest) 2015.

The brochure contains 36 attractively priced holiday packages, which were developed with the cooperation of 18 tour operators in Sabah, offering a variety of unique holiday getaway in the state.

The packages are categorised into various segments to make it easier for tourists to identify their holiday destinations based on their interests. The segments include Eco Nature & Wildlife, Island Getaway, Golfing, Culture & Heritage, Food Trails, Two Wheel, Homestay, and Parks & Gardens, as well as niche tourism such as angling, mountain biking, and many more.

For instance, the “Let’s Main Masak Masak with Hajah Limah” is a Food Trail package that gives tourists a chance to learn to cook Malaysian dishes using local ingredients and herbs. The package costs RM367 per pax for a minimum of 4 pax.

Another interesting package is the ‘Mystical Land below the Wind’, which revolves around supernatural belief, ancient rites and spiritual realm of the ethnic groups in Sabah. This 3D/2N tour, which is priced at RM927 per pax, promises participants a hair-raising experience.

The “A Journey Thru My Lense” package is perfect for photography and nature enthusiasts. From RM1,197 per pax (full board meals and river cruises included), participants will be guided by a professional photographer to get up close with the abundant and exotic wildlife in Kinabatangan such as the endangered Bornean Pygmy elephants, orangutans, proboscis monkeys, and many more.



MALAYSIA TOURISM PROMOTION BOARD
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The “Best of Borneo Holiday Packages” have been developed in line with Tourism Malaysia Sabah’s effort to boost tourist arrivals to the state and also to show that Sabah remains a safe destination for tourists to visit.

All the holiday packages are valid until 31st December 2015. Those who are interested to join any of the packages can get in touch with one of the eighteen (18) tour agents for further details. Tourism Malaysia Sabah will also be promoting the tour packages through websites, online social media, email blast and distribution of brochures at Tourism Malaysia state and overseas offices.

For more info, kindly contact Malvin Marcus (Mr), Tourism Officer, at +088-248698/211732 or via email at malvin@tourism.gov.my

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For more media releases, media info and media features on Malaysia’s tourism industry, kindly visit the Media Centre of Tourism Malaysia’s website at <http://www.tourismmalaysia.gov.my/>

MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2013, Malaysia registered 25.7 million tourist arrivals and RM65.4 billion in receipts, making tourism its second largest foreign exchange earner and the sixth highest contributor to its Gross National Income (GNI).

Malaysia celebrated its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme “Celebrating 1Malaysia Truly Asia”. The promotion of the country continues with the **MALAYSIA YEAR OF FESTIVALS (MyFEST)** campaign in 2015 with the theme “Endless Celebrations” emphasising the various festivals celebrated by its multicultural society. Both campaigns are key drivers towards achieving the country’s target of 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Tourism NKEA (National Key Economic Area).

Through the Tourism NKEA, collaborative efforts between the Ministry of Tourism and Culture, other Government agencies and the private sector have been enhanced to help secure Malaysia’s position as a leading tourist destination. The targets set under the Tourism NKEA will be achieved through the implementation of twelve Entry Point Projects (EPPs) clustered under five themes: Affordable Luxury; Nature Adventure; Family Fun; Events, Entertainment, Spa and Sports; and Business Tourism.

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